Paige Spencer **FOR IMMIDIATE RELEASE: NOV. 29, 2017**

Public Relations 280

November 29, 2017

**MAC Cosmetics Leaving Mother Company**

*Why MAC cosmetics cut ties with the people who made them what they are today.*

NEW YORK CITY, NEW YORK, Nov. 29, 2017/ Mac Cosmetic announces its decision to become an independent company and leave Estee Lauder effective immediately; this was decided this morning by a team of investors, the board of MAC cosmetics, and the various department heads within the company, this decision has been made considering the recent backlash the company has received because of the allowance of products to be animal tested.

Frank Angelo, the company’s owner says, “We believe that as a company, this decision will help us grow in a more positive direction by allowing for the selling of goods where we would like them to be sold, and not where Estee Lauder has told us to sell them.”

Nancy Mahon, MAC Cosmetics fund director explains, “We do not approve or condone animal testing, and because of that, we feel like this is the best option for us. We have loved getting to grow with Estee Lauder, but because of the recent backlash, it has become hard to promote cruelty free products when our products are the ones being tested.”

MAC saw a problem with what they said on the website, “MAC does not test on animals. We do not own any animal testing facilities and we never ask others to test on animals for us,” because even though, MAC has never tested on animals, the company did see how it could be a problem for their customers to see MAC products being tested in countries like China.

This decision will help MAC pull their products out of China so they do not have to be animal tested any longer. They feel like this will help the company grow in the right direction and will help improve their credibility in the makeup world.

“Although this is a very difficult decision, it becomes an ethical dilemma. One that we will simply not stand for any longer. Although our mission statement says, “All races. All sexes. All ages.” this also includes all animals, and we could no longer see our products being tested on them,” Mahon says.

MAC Cosmetics would like to take this opportunity to introduce a new line that will be coming out Winter 2019 that is vegan, and completely cruelty free. This new line will feature new natural products which is exciting for consumers. MAC has redesigned their logo, and has designed new packaging. They have a very exciting future with the collaborations MAC has planned with various celebrities, as well as the pop-up-shops that will be hosted across the country with locations to be announced soon.

-###-